

Havells adds first 'Made in India' MCB to its portfolio

- *Targets Rs 650 crore revenue from building circuit protection devices by end of FY2017*
- *Launches premium range of MCB and RCCB under "EURO II" series*
- *To ramp up production by 1.5 times in next few years*

Neemrana / New Delhi, 13th April, 2015: Havells India Limited, the \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today launched a new range of MCBs and RCCBs under "EURO-II" series for the Indian market. The Euro II series has been completely designed and developed by the Havells' R&D team in India as per global specifications. The new range not only provides protection against overload, short circuit and electric shock (earth leakage) but its design also makes it one of the most user friendly MCBs in the country.

With rise in awareness levels, Indian consumers across tier-I to tier-III towns are increasingly shifting to quality electrical safety devices like MCBs to safeguard their electrical & electronic devices and prevent short circuits that may even pose threat to life. The Havells Euro-II series has been developed keeping in mind the safety requirements of the new age customers, who use multiple appliances that often overloads the wiring system.

Apart from meeting the international standards, Euro II series offers:

- A unique design of Bi stable mounting clip
- Safety terminals to eliminate the human error by electricians
- Larger terminals for allowing termination of higher size wires
- New outer design for better air circulation

The new range of MCBs is being manufactured at the company's state of the art plant at Baddi in Himachal Pradesh. With the launch of new series, Havells plans to capitalize on the expected recovery in the industrial/construction industry by raising the current production from 1 lac poles per day to 1.5lac poles per day in next few years.

India's organized domestic switchgear market is estimated to be Rs 1,900-2,000 crore rupees per annum. Havells continues to retain its No.1 position in the category with market share of about 28% with a pre-eminent position in both industrial and domestic switchgear categories.

Speaking at the occasion, **Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Limited** said, "We are firmly committed to the 'Make in India' campaign and the launch of the new high quality Euro-II series amply demonstrates our in-house R&D capabilities and technological knowhow. With signs of recovery in the Indian economy, we see a huge growth potential in the domestic switchgear segment as demand will come from both industrial and housing projects. We are the leaders in the domestic switchgear segment in India and we will further cement our leadership position in this segment with the launch of Euro II series. We will continue to come-up with innovative quality products in the MCB category for our customers."

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ABOUT HAVELLS

Havells India Ltd is a \$1.4 billion FMEG company (Fast moving electrical goods) with a strong global footprint. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Power Capacitors, CFL Lamps, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious global brands like Crabtree, Sylvania, Concord, Luminance and Standard.

With 91 branches / representative offices and over 6500 professionals in over 50 countries across the globe, the group has achieved rapid success in the past few years. Its 11 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Faridabad, Alwar, Neemrana, and 8 state-of-the-art manufacturing plants located across Europe, Latin America & Africa churn out globally acclaimed products. Havells is a name synonymous to excellence and expertise in the electrical industry. Its 20000 strong global distribution network is prompt to serve its customers. It has earned a number of international certifications including CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) for its various products.

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